

Soup in Brazil

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Abstracts

In 2020, soup did not benefit from the home seclusion resulting from the COVID-19 pandemic as Brazilians have the strong habit of consuming homemade soup, which is perceived as healthier and more affordable than packaged soup, especially amongst families of four people or more (the standard in the country). As fresh vegetables and pulses are extremely affordable in the country, these are usually preferred to prepare soup.

Euromonitor International's Soup in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

Product coverage: Chilled Soup, Dehydrated Soup, Frozen Soup, Instant Soup, Shelf Stable Soup.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Soup market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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